



## **AMERICAN CAFÉ**

### **Food & Hotel Indonesia 2009**

**April 15-18, 2009**

**Jakarta International Expo**  
**Jakarta, Indonesia**

Are you interested in getting maximum exposure for your products without the cost of attending the show? The American Café at Food & Hotel Indonesia offers a unique, cost-effective opportunity to showcase your products to some 16,000 trade visitors that are expected to attend Indonesia's premier show for the retail, foodservice, and food processing industries. USDA will display and offer samples of your products of U.S. origin. Participation will allow you to test the Indonesian market with minimal investment.

### **Opportunities in Indonesia**

- Rapid expansion of modern retail outlets in urban areas with refrigeration and storage facilities provide good prospects for imported U.S. food products.
- Indonesia does not produce sufficient quantities of beef, dairy products, tree nuts, temperate fresh fruit and vegetables, and pet food.
- The exchange rate between the Indonesian rupiah with the U.S. dollar, Australian dollar, and the Euro offers an advantage to U.S. products.
- Indonesia has a population of over 200 million people. Upper and middle-income groups represent about 15 percent of the population, or 33 million people.
- Demand for food ingredients continues to grow. Indonesia imported \$2.2 billion of food and beverage ingredients in 2005. Imports of U.S. consumer-oriented food products increased to \$249 million in 2007, a \$149 million increase over 2003.
- For information on exporting to Indonesia:  
[http://www.fas.usda.gov/scripts/AttacheRep/attache\\_lout.asp](http://www.fas.usda.gov/scripts/AttacheRep/attache_lout.asp)

### **Best Product Potential**

#### **Retail**

- fresh fruit
- beef offal
- frozen french fries
- frozen vegetables
- snack foods (confectionery, potato chips, popcorn)
- canned foods
- sauces and seasonings
- salad dressing

#### **Niche markets exist for:**

- frozen meat and poultry
- delicatessen items
- cooking and salad oils
- breakfast cereals
- pasta
- tomato paste
- non-alcoholic beverages

#### **Foodservice**

- beef liver, heart, prime rib
- duck and turkey
- seafood
- french fries
- fresh fruits
- bakery ingredients
- tree nuts
- breakfast cereals
- sauces and seasonings
- oil and vinegars
- canned seafood
- canned food
- snacks
- soft drinks
- juices
- ice cream
- beer
- reasonably-priced wines
- liquor

#### **Food Processing**

- food-use soybeans
- beef
- cheese and other dairy products
- flavorings
- processed poultry products
- processed potato products
- fruit concentrates
- bakery ingredients
- wheat flour-based food products as an alternative to rice for use in processing noodles and baked goods

## How to Participate

For \$400.00, FAS Jakarta will display your products and literature, collect leads, and provide you with a detailed report. The cost of shipping your products and literature is not included in the participation fee. All completed applications must be received by Friday, November 28, 2008.

## Contacts

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